



# Sweet Spreads in Vietnam

November 2023

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## Sweet Spreads in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy eating trends promote honey and nut and seed based spreads

Leading players focus on expanding their distribution networks

Social media remains a key driver for trends, such as seen with soursop going viral and inspiring jams

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Potential remains for the category over the forecast period

More dynamic marketing activities needed to further boost sales

Distribution strategies will remain important, in line with the ongoing expansion of modern retail

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